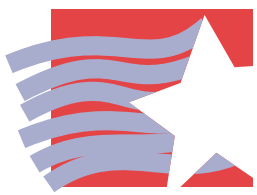


TOBACCO SETTLEMENT FUNDS AT WORK!



Healthy Maine Partnerships

The people dedicated to helping us live longer and healthier.

Bureau of Health, Department of Human Services

October 2003

Getting Results by Working Together!

See how Healthy Maine Partnerships use tobacco settlement funds to change local policies and build environments that support healthy living.

Communities, schools, hospitals, businesses, and volunteers are working together to create a healthy Maine. They are part of the Healthy Maine Partnerships (HMPs), dedicated to helping us live longer and healthier.

The great news is, the effort is working. HMPs are making an impact against tobacco-related disease and obesity. Partnerships are taking vital steps to help people make healthy choices by: changing policies to reflect a greater concern for health; making improvements in schools, workplaces, parks, and other environments; educating the public about health issues; and building relationships that contribute to the Partnership's overall success.

HMPs work with everyday people and business and community leaders on strategies to improve the health of our communities.

- The Partnerships act as "foot soldiers" for statewide health and educational groups, working on programs in all Maine cities and towns.
- The 31 local HMPs join forces with each other and with the State. They combine talents, streamline efforts, and share resources.
- HMPs connect communities with schools. A total of 62 school districts actively participate throughout the State.

When collaboration works, it works wonderfully. The proof is in schools, on playing fields, in worksites, in hospitals, and along hiking and biking trails. Acting in partnership makes it possible

to effect change in different environments. Each change reinforces the next until long-lasting improvements take hold.

There is no other system in the State with this level of networking and support. In fact, HMPs set the standard for similar initiatives across the country. In an economy that demands doing more with less, the Healthy Maine Partnerships lead the way. Together, they have created an incredible opportunity to achieve what no one group could achieve alone.

What do the Healthy Maine Partnerships do?

1

Healthy Maine Partnerships work to **reduce tobacco use, poor nutrition, and physical inactivity**. These are some of the causes of diseases that will kill nearly 75% of Maine people.

2

Healthy Maine Partnerships work to help people either **detect diseases early or to know what risky behavior can lead to diseases**. The risk factors include tobacco addiction, physical inactivity, poor nutrition, obesity, high blood pressure, and high cholesterol.

3

Healthy Maine Partnerships work to **guide children to make healthy choices through a coordinated school health program**. This program uses national guidelines for best practices from the Centers for Disease Control and Prevention (CDC).

Who are the Healthy Maine Partnerships?

At the State level the Healthy Maine Partnerships are programs and organizations dedicated to promoting health all over Maine. These statewide partners support the 31 local HMPs with training, technical assistance, evaluation, program development, and media help. These partners are:

Bureau of Health (BOH); Maine Department of Human Services:
Partnership For A Tobacco-Free Maine
Maine Cardiovascular Health Program
Community Health Program
BOH Coordinated School Health Program

Maine Department of Education (DOE)
DOE Coordinated School Health Program
DOE Comprehensive School Health Education

All around Maine, 31 Healthy Maine Partnerships are at work. As part of existing organizations, these local partnerships cover nearly all of the State, working with local schools, community organizations, hospitals, businesses, and everyday people. They are dedicated to making their own communities healthier places to live, learn, and work. Check out the map inside for the Healthy Maine Partnership covering your community.

What have the Healthy Maine Partnerships achieved?

More than 230 community changes or policies have been worked on to:

- prohibit tobacco use in local schools, worksites, and playing fields.
- offer opportunities for physical activity on local trails and walking routes.
- encourage healthy eating by improving menu and vending machine options.

In addition, local HMPs:

- promote and support quitting tobacco use.
- organize walking and exercise programs in worksites, schools, and communities.
- get and use additional grant money to further promote the health of Maine's local communities.
- support school-based health centers, which in 2003 served more than 7,000 students.
- enlisted 1,734 people as volunteers.
- partner with School Health Coordinators to promote school success through improved health instruction, services, policies, and environment.

The Power of Partnership

Amazing changes are taking place in cities and towns across Maine. The 31 local Healthy Maine Partnerships are building a healthier Maine by collaborating with local schools, community organizations, hospitals, businesses, municipalities, and volunteers. Funded through a portion of the tobacco settlement agreement, HMPs are dedicated to preventing diseases related to tobacco use, lack of exercise, and poor nutrition.

Here is just a sampling of what some of the Partnerships have accomplished to date:

Bangor Bangor Region Partners for Health MSAD #22

This ambitious group has joined forces with more than 20 local businesses and the Chamber of Commerce. Their mission is to develop worksite wellness programs focusing on tobacco, physical activity, and nutrition. Other projects include working with a local college to develop a tobacco-free policy and teaming up with large medical practices to provide tobacco treatment training and cessation materials.

The School Health Coordinator's hard work is evident throughout MSAD #22. A task force is strengthening the

Saco Coastal Healthy Communities Coalition MSAD #71 Old Orchard Beach

The Coalition, based at the University of New England, is strengthening all anti-tobacco policies on campus. Working with Old Orchard Beach officials, the group also passed an ordinance requiring no outside tobacco signs within 250 feet of schools. The campaign was so successful, businesses complied voluntarily when the ordinance was later repealed.

Putting safety first, the Coalition, the local Parent Teacher Organization, and the Old Orchard Beach school department organized a "Safe Home" program for middle school students. Fifty families signed pledges to host and supervise gatherings free of drugs, alcohol, or tobacco.



The School Union 106 Wellness Team hosts an annual workshop to promote physical activity, tobacco prevention, and good nutrition.

Local students are getting in on the act to promote good health. The Old Orchard Beach High School Players, an interactive theatre group, is staging an anti-tobacco play at area middle and high schools. The community applauds their effort!

The 31 local Partnerships engaged in more than 156 policy and environmental change efforts to restrict tobacco use, increase physical activity, and encourage healthy eating at local schools, worksites, hospitals, recreation centers, and other community sites. Slightly more than one-half (55%) of the policy changes were related to tobacco use; the remaining 45% were for physical activity and nutrition.

district's tobacco use policy, teachers are using their "Not On Tobacco" program training to help students quit, and Nutrition Advisory Councils are exploring healthy food options for vending machines and school menus. In addition, all 500 students participated in the "Move and Improve" exercise program.

Bath/Brunswick ACCESS Health MSAD #75

MSAD #75 is giving health education a boost with additional training and resources. Instructors do more than teach health, they serve as role models for healthy behaviors. More than 100 faculty and staff completed a 12-week exercise program as part of the revitalized Wellness Team.

The district's Health Leadership Team is also making important changes. MSAD #75 was among the first to qualify as a Tobacco-Free School District, middle school students are participating in a pilot breakfast program, and a recent price change makes it cheaper for high school students to buy water or juice than soda.

Calais St. Croix Valley Healthy Communities Union 106

Local residents have taken to the streets, the gyms, and the pools as part of a new initiative called "Honoring Active People" (HAP). Area businesses are giving citizens an extra incentive to exercise by awarding pedometers, pool passes, and other prizes.

Five Union 106 schools have adopted tobacco-free policies and are making tobacco prevention a priority. During the Great American Smokeout, more than 1,000 students turned tobacco prevention posters into placemats for use in area restaurants.

Students are clearing out their vending machines, swapping soda and junk food for healthy alternatives. Mondays are designated "Healthy Snack Days" for students and staff. And more than 1,000 students sampled an assortment of healthy snacks at "Eat Smart Nutrition Taste Fairs." All this, plus school wellness workshops and family fitness programs, are making health a community-wide concern.



Van Buren
Power of Prevention Community Health
MSAD #24 and Union 122



The public can enjoy revamped trails year-round for walking, jogging, bicycling, and cross-country skiing.

Members of this group are trailblazers in a very literal sense. Working with local towns and volunteers, they are busy revamping cross-country trails in Caribou, Stockholm, New Sweden, and Van Buren for year-round use. The trails will accommodate walkers, joggers, and bicyclists before the snow falls and will attract cross-country skiers during the winter months. Trails were spruced up and provide an opportunity for the public to turn a new leaf and adopt a healthier lifestyle.



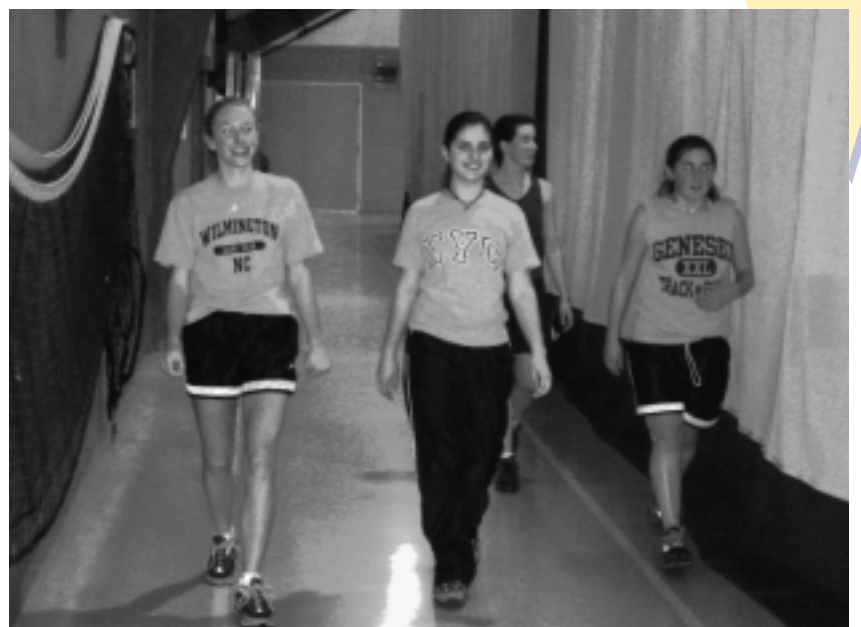
Dover-Foxcroft
Piscataquis Public Health Council
MSAD #68
MSAD #4
MSAD #41/Medford
MSAD #46
Union 60



The Piscataquis Public Health Council rewards local retailers for removing tobacco signage from their stores.

When one local store removed its tobacco signage, this group jumped into action. By holding a press event and issuing a certificate, the group publicly thanked the store for taking a stand to protect the health of young people. Now the group is contacting other retailers to encourage them to follow suit.

Improving access to physical activity is also on this group's agenda. Collaborating with 14 community programs, members built playgrounds, repaired hiking trails, created a community Frisbee golf course, and more. All of these ventures are tobacco-free and any food served is sure to include nutritious options.



The Indoor Community Walking Schedule provides sites for safe wintertime walking.



Farmington
Healthy Community Coalition
MSAD #9

Healthy Community Coalition's (HCC's) Indoor Community Walking Schedule helps people stay active all winter. School gyms and community centers have opened their doors to provide the public with safe walking environments. The program includes 13 sites, reaching all corners of the county. Future plans include organizing walking groups in workplaces, churches, and schools.

The Coalition has also launched a gardening project at MSAD #9 schools. Student gardeners gain firsthand knowledge about the importance of fruits and vegetables. Gardening also doubles as an excellent fitness activity. Local farmers, master gardeners, and business people have all pitched in to help.



Ft. Kent
St. John Valley Partnership
MSAD #27 and MSAD #10
Madawaska/Grand Isle

Members of MSAD #33 have embarked on a fun new fitness craze. Students, staff, parents, and community members are using pedometers to keep track of the miles they cover each day. The "Pedometer Program" is part of the School Health Coordinator's initiative to encourage wellness attitudes and activities.

(cont'd on p.6)



School Health Coordinators working in each Partnership have had widespread success in implementing programming and policy change in their schools to prevent tobacco use, increase physical activity, and encourage healthy eating. In 2002 more than 7,000 Maine students received services in the 14 school-based health centers.



Healthy Maine Partnerships

Each of the 31 local Healthy Maine Partnerships has a defined region. Together, they cover population centers across the entire State of Maine. To get involved, or for more information, contact the Partnership near you or log onto www.healthymainepartnerships.org.

1. ACCESS Health

Lead Agency: Mid Coast Hospital
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Allison Mitchell, YAP Coordinator

2. Bangor Region Partners for Health

Lead Agency: Partnership for Healthy Communities
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John Plourde, SHC, MSAD #22
Valerie Maurais, YAP Coordinator

3. BodySmart

Lead Agency: Bridgton Hospital
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Susanne McNamara, SHC, MSAD #55
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Alethea Cariddi, SHC, Kittery Schools
Linda Lucas, SHC, York Schools
Kathy Ehrenborg, SHC, York Schools
Nerissa McCormick, YAP Coordinator

5. Coastal Hancock Healthy Communities

Lead Agency: Down East Health Services
Helena Peterson, Partnership Director
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Susan Berry, SHC, Bucksport/MSAD #18
Denise Abel, SHC, MSAD #34
Kelly Fitzgerald, YAP Coordinator

6. Coastal Healthy Communities Coalition

Lead Agency: University of New England
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Stephanie D'Amico, YAP Coordinator

7. Communities Promoting Health

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8. Downeast Healthy Tomorrows

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Sandra Seamans, SHC, Union 102
Mike Doran, YAP Coordinator

9. Getting Healthy

Lead Agency: MaineGeneral Health
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10. Healthy Acadia

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11. Healthy Androscoggin

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12. Healthy Community Coalition

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13. Healthy Horizons

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Claire Heffernan, SHC, Winslow Elementary Schools/Union 52
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14. Healthy Living

Lead Agency: Sebasticook Valley Hospital
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15. Healthy Living Project

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Denise Abel, SHC, MSAD #34
Amy Wagner, YAP Coordinator
Amy Tice, YAP Coordinator
Cindi Dalton, YAP Coordinator

16. Healthy Oxford Hills

Lead Agency: Western Maine Health Care
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Jen Fitts, SHC, MSAD #17

17. Healthy Peninsula Project

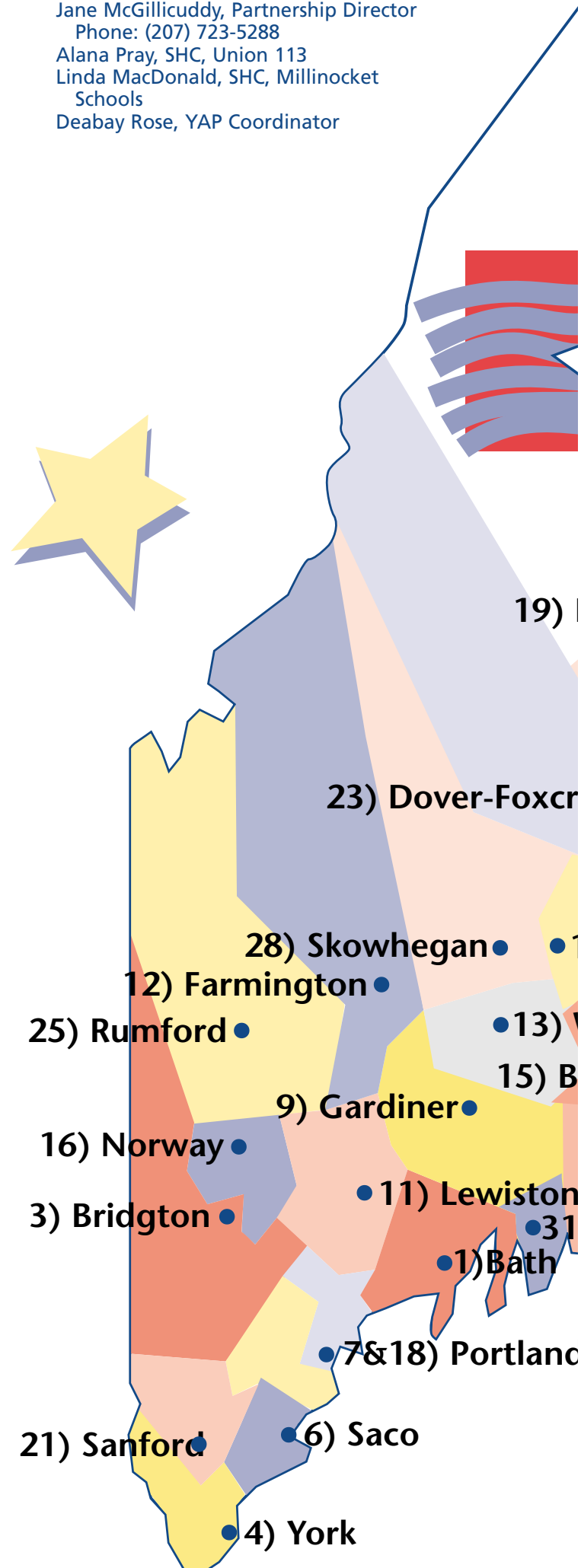
Lead Agency: Blue Hill Memorial Hospital
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18. Healthy Portland

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19. Katahdin Area Partnership

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Alana Pray, SHC, Union 113
Linda MacDonald, SHC, Millinocket Schools
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20. Knox County Coalition Against Tobacco

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21. Partners for Healthier Communities

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22. Partnership for a Healthy Community

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23. Piscataquis Public Health Council

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Greg Bellemare, SHC, MSAD #4
Shirley Wright, SHC, MSAD #41/Medford
Robin Mayo, SHC, MSAD #46
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Georgine Butman, YAP Coordinator
Rex Webb, YAP Coordinator

24. Power of Prevention Community Health

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MSAD #24/Union 122
Sherry Ouellette, YAP Coordinator

Many thanks to our network of supporters who provide the following vital services:

- Community Programs
- School Programs
- Youth Programs
- Enforcement Activities
- Tobacco Treatment Services
- Surveillance and Evaluation
- Counter-Marketing, Media, and Public Awareness Messages

25. Project NOW: Northern Oxford Wellness

Lead Agency: River Valley Healthy Communities Coalition
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Brenda Gammon, SHC, Peru Schools
Laurie Soucy, SHC, MSAD #21
Kathy Sutton, SHC, MSAD #43/Hanover
Carol Emery, YAP Coordinator

26. St. Croix Valley Healthy Communities

Lead Agency: Calais Regional Hospital
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Ron Sullivan, YAP Coordinator

27. St. John Valley Partnership

Lead Agency: Northern Maine Medical Center
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SHC, MSAD #27/MSAD #10
Lynn Ouellette, SHC,
Madawaska/Grand Isle
Sandra Labbe, YAP Coordinator
Tammy Bernier, YAP Coordinator
Michelle Plourde, YAP Coordinator

28. Somerset Heart Health

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Jean Gilbert, SHC, MSAD #59
Paul True, SHC, MSAD #54
Beth Scherpf, YAP Coordinator

29. S.P.R.I.N.T. for Life

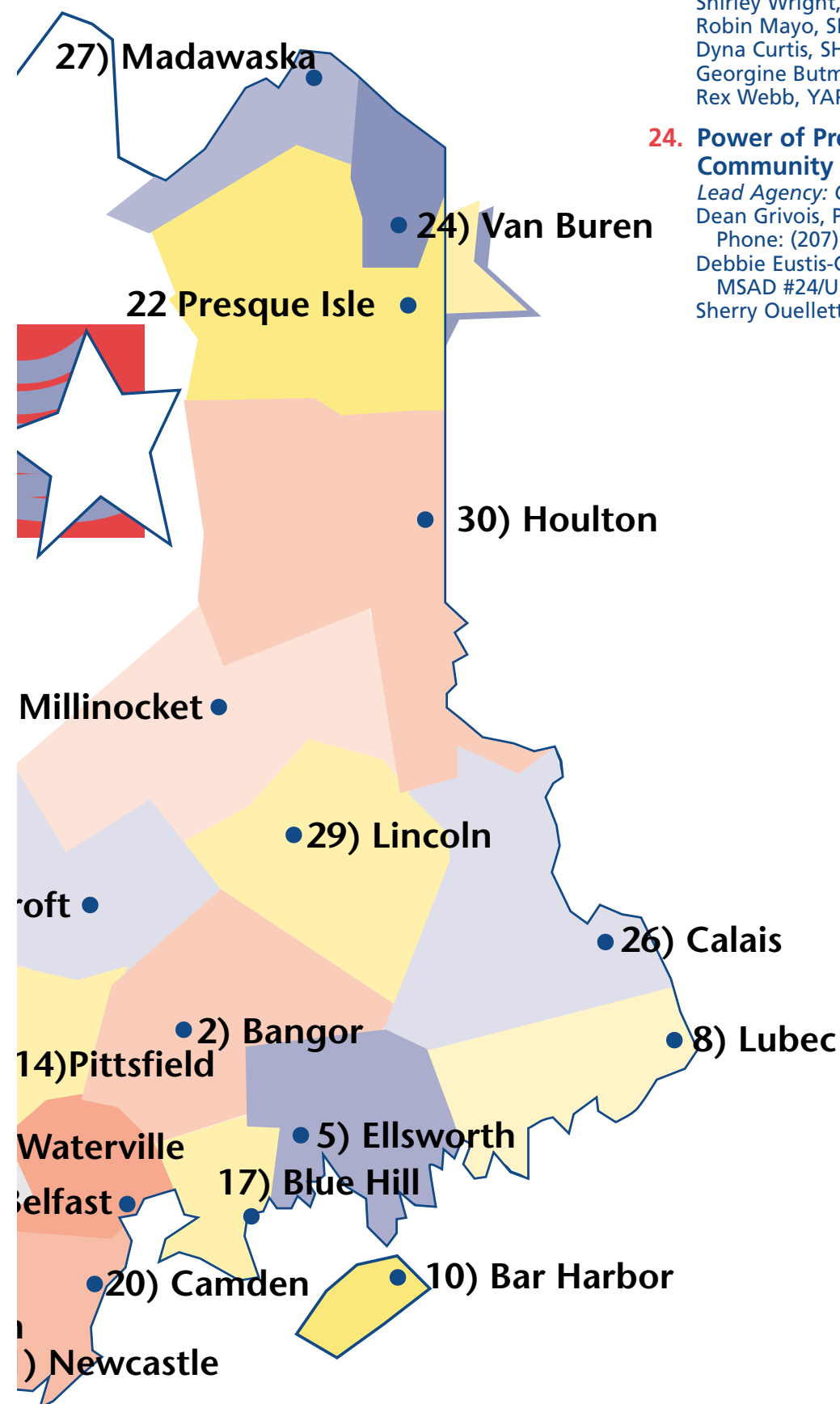
Lead Agency: Penobscot Valley Hospital
Jessica Fogg, Partnership Director
Phone: (207) 794-3321 x242
Michael Bisson, SHC, MSAD #67
Barb Hamlin, YAP Coordinator

30. STOP

Lead Agency: Houlton Regional Hospital
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Erica Shaw McCrum, YAP Coordinator

31. TLC For Life Coalition

Lead Agency: Youth Promise of Lincoln County
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Maureen Lamb, SHC, Union 74/Great Salt Bay CSD #14
Scott Bramhall, YAP Coordinator
Angel Lorom, YAP Coordinator



This map loosely represents the service areas of the 31 Healthy Maine Partnerships.

SHC: School Health Coordinator
YAP: Youth Advocacy Program

(“Fort Kent” cont’d from p.3)



Students kicked off 2002 APE Day with a Tae Kwon Do lesson.

St. John Valley joined four other Healthy Maine Partnerships to organize the “Aroostook Partnership Extravaganza” (APE Day). This fun-filled day of health training and activities attracted more than 300 county students. Each participated in four workshops focusing on physical activity, nutrition, and tobacco prevention. Students will apply what they learned in their hometowns through their local Youth Action Programs.

“Motivated to Move” will enter its third year this summer. This contest, run in cooperation with another community group, prompts people to do 30 minutes of exercise three times a week to qualify for prizes.



Students and staff at MSAD #29 are drinking more water and cutting back on sodas. Poland Spring water is available for just \$.25 a bottle through a joint project of the district’s health team and dental health program. A local distributor has provided free coolers and delivers regularly to three elementary schools. Water is also available for teacher workshops and community meetings.

Seventeen Partnerships are involved in assessing, documenting, and creating trails or walking routes, with one reporting work on sidewalks. Others report success in creating walking policies for schools (11), opening gyms at night (6), and identifying recreation and physical activities within their areas. Several Partnerships worked on creating maps of walking routes and trails and one reported establishing a municipal bike and pedestrian committee.

Lincoln S.P.R.I.N.T. for Life MSAD #67

In stores, businesses, schools, and community centers, S.P.R.I.N.T. for Life is making a difference. With the group’s help, five storeowners received NO BUTS training to block sales of tobacco products to minors. Six other businesses received help in developing tobacco-free policies. And local recreation departments are on their

way to making their properties tobacco-free.

Thanks to School Health Coordinators, local schools are making important strides. More than 1,500 students from three school systems participated in “Walk to School Day.” The “Move and Improve” program motivated school staff to exercise. And MSAD #67 strengthened its tobacco policy and added cessation services.

Houlton STOP MSAD #29

The word is out about good health, thanks to the work of STOP. Members publish the *Cabin Fever Fitness Guide*, a list of fitness resources in the southern Aroostook area. STOP also submits weekly health tips to the local newspaper.



Students are sipping cool water instead of soda, thanks to a new bottled water program.

★ **Lubec**
Downeast Healthy Tomorrows
Union 102

Members of this group envision “no smoking” signs at all area schools. They are working with University of Maine Machias to launch a campaign promoting a new tobacco-free policy. They have also helped MSAD #19 complete its clean air policy and become a tobacco-free campus. Schools aside, the group is brainstorming with Lubec’s Eco Developer about safe trails and exercise opportunities.

★ **Millinocket**
Katahdin Area Partnership
Union 113

The Katahdin Area Partnership (KAP) recently sponsored an eight-week community walking program. More than 300 people mobilized, wearing pedometers to track their steps. Participants met weekly to report their progress, vie for prizes, and walk as a group. Each walker was awarded a certificate with a final tally of his or her steps. With funding from the Maine Nutrition Network, KAP can keep the event going next year. Members plan to purchase 300 more pedometers and print maps of popular walking routes.

More than 25 Partnerships used incentive-based programs to encourage community members to exercise. Some programs invited participants to track their steps using pedometers. Others challenged participants to walk along various routes, plotting distances and recording their progress. These programs took place at worksites, in schools, in hospitals, and in community centers.

★ **Newcastle**
TLC For Life Coalition
Union 74 and Great Salt Bay CSD #14

Fitness for all Seasons is a handy guide to exercise venues in Lincoln County. It is the brainchild of TLC and the Physical Activity Task Force, representing a range of community volunteers. Together, these groups conducted research, assembled data, then organized the guide for printing. The resulting 47-page guide, listing activities and tips, has been extremely well-received.

TLC’s Youth Advisory students recently completed another successful project. The “2003 Kids’ Advice Contest Calendar” showcases the winners of an anti-smoking poster contest for fourth to sixth graders. With its poignant messages and charming artwork, the calendar is a powerful tool in the fight against tobacco.

★ **Pittsfield**
Healthy Living
MSAD #48

Healthy Living, in collaboration with local businesses, has printed and distributed walking maps of three local towns. Future plans call for adding three towns each year to this award-winning mapping project. The group has also teamed up with five local employers to enhance worksite wellness programs, spearheaded the construction of a local ice rink, enrolled 200 people in a winter walking program, and worked on an initiative to make playing fields tobacco-free. In addition, the “5-A-Day Relay” inspired 150 youth to explore facts about healthy eating. And that’s just a sampling of how Healthy Living is making a difference in Pittsfield!

Most tobacco policy change efforts took place at schools and worksites. Most physical activity changes involved trails and walking routes. And, nutrition changes were made most often in school menus and vending machines.

★ **Portland**
Healthy Portland

Healthy Portland reports three major achievements during the past year. First, the group joined a long-standing effort to install bicycle lanes and mark bike routes in Portland. Primary players included the Public Works Department and the Bicycle



New signs will be posted at all tobacco-free school buildings and playing fields in Portland.

Coalition of Maine, among many others. Thanks to all these advocates for change, bicyclists have secured a safer place on the road to good health.

Second, Healthy Portland joined the University of Southern Maine Tobacco Task Force. One exciting result is a policy that makes residence halls smoke-free. This policy not only made the USM community healthier, it also sparked an initiative called the “Maine Tobacco-Free College Network,” promoting similar policies at colleges throughout the State.

A third milestone is a policy developed with Portland Public Schools making school buildings and playing fields tobacco-free.

Westbrook
Communities Promoting Health
Westbrook School Department

Like Healthy Portland, this group was recruited for the University of Southern Maine Tobacco Task Force. Members share credit for implementing a tobacco-free residence hall policy put into practice last September. Now Communities Promoting Health (CPH) has joined a team at Southern Maine Technical College addressing campus tobacco issues. CPH also lent support to a Great American Smokeout campaign at St. Joseph's College in Standish.

Rumford
Project NOW
MSAD #44/Gilead/Upton
Peru
MSAD #21
MSAD #43/Hanover

Project NOW is helping Rumford clear the air of tobacco. Mead Paper Industries, Sunday River Ski Area, and Irving Forest Products, the region's three largest employers, have all sent staff to be trained in cessation facilitation for employees. Rumford Hospital has also begun the process of creating a tobacco-free campus and all public schools are now 100% smoke-free.

Skowhegan
Somerset Heart Health
MSAD #59
MSAD #54

Somerset Heart Health has proof that partnership works. The group has effectively joined forces with all gyms, fitness centers, and rehabilitation and recreation providers to promote better health through physical activity. Members also collaborated with the Town of Skowhegan on a comprehensive guide to trips and trails in the area. There's also good news about tobacco. The Somerset Community Center and SAPPI Fine Paper have adopted tobacco-free policies. And both SAPPI and Madison Paper have sent staff for Tobacco Use and Dependence Training as a way to help employees.

Waterville
Healthy Horizons
MSAD #49
MSAD #47
Union 52

In a show of strength, Healthy Horizons and area schools declared the Fairfield Community Center playground a smoke-free environment. The Partnership was also behind new school initiatives promoting healthy foods and physical activity. Now that more healthy snacks and menu items are available at MSAD #47 schools, staff members are participating in an exercise program called "Sweat Without Regret," and the group has worked with local health groups and schools to map out local indoor and outdoor walking loops.

Together, the 31 Partnerships recruited 1,589 members to build support for health programs in local communities and schools.

York
Choose To Be Healthy
MSAD #60
Kittery

Thanks to this group and its allied schools, health initiatives are alive and well in York. Members of the Youth Advocacy Program are working hard to create a teen culture that doesn't include tobacco. Toward this end, they're presenting education and awareness programs in schools and the community. There are also programs in every high school to help teen smokers quit.

In addition, Choose To Be Healthy is working with town recreation departments to make public-owned property, including playing fields, tobacco-free. The group reports that support is building, with York and Kittery taking the lead.

Please join us in making Maine a healthier place to live, learn, and work! To find out how you can get involved, visit our Web site, www.healthymainepartnerships.org. Or get in touch with the Partnership Director or School Health Coordinator in your area.



Healthy Maine Partnerships

The people dedicated to helping us live longer and healthier.

Bureau of Health, Department of Human Services



John Elias Baldacci, Governor

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